

# MASTERS WORLD CUP 2021



## BID TO HOST PROPOSAL



## LOCATION

### **Canmore, Alberta, Canada**

Canmore, a small mountain town with a population of 14,000 is the proposed site for the MWC 2021. It rests at an altitude of 1,375 metres (4,511 feet) and is conveniently located on the Trans-Canada Highway, a four lane highway connecting to Calgary 100 kilometres to the east. The Nordic Centre, the proposed venue for MW 2021, is conveniently situated just a 5 minutes' drive downtown Canmore.

The town has all of the amenities such as grocery stores, hotels, restaurants (70 plus), coffee shops, a public swimming pool with hot tubs, a number of gyms, numerous wellness studios (spa, massage, physiotherapy), a climbing wall and many opportunities for gift shopping. It has a fully equipped hospital and several walk-in health clinics.

Canmore was the venue for the Nordic events of the 1988 Winter Olympics and since then has evolved into a year-round tourist destination and a major winter sports centre. It has hosted many regional, national and international ski events since then and the business community is well geared to providing excellent service.

A location map for Canmore can be found in Appendix A.



## MWC 2021 COMPETITION SITE



### **Canmore Nordic Centre (CNC)**

The races will be held at the Canmore Nordic Centre Provincial Park. Originally built for the 1988 Olympic Winter Games it has undergone several upgrades since then and has been the site for many regional, national and international events. The site is managed by Alberta Parks and has a number of full time staff to carry out necessary functions as well as three piston bullies with tillers, 3 Ginzu groomers, 7 snow machines and 4 Quadtrac ATVs.

The site sits at 1,425 metres (4,675 feet) altitude and boasts 65 kilometres of trails, most of which have widths of 12 metres. A high capacity snow making system is able to guarantee 7.5 kilometres of recreational and 12.5 kilometres FIS homologated race trails. As well, a 2.5 to 3 kilometre trail is opened in Mid-October using snow stored under sawdust over the summer allowing the race season to begin then. A night-skiing lit trail of 6.5 kilometres is also available.

There are two large stadiums (cross country and biathlon) offering good race start/finish opportunities. At this time, the plan is for MWC 2021 to use the biathlon stadium (to be enlarged next year). Close by the biathlon stadium and within 50 metres is a wax building with 24 rooms (3x5 metres), several smaller wax rooms and a wax test area. It is possible to bring additional wax trailers into the parking lot adjacent to the biathlon stadium and wax test area.

On site at the Nordic Centre, there are also indoor washrooms, a fully equipped gym, a cafeteria with high quality food and a high quality ski shop.

## MASTERS WORLD CUP 2021



### Event Dates

February 27 - March 7, 2021

### Race Days

- Saturday, February 27
- Sunday, February 28
- Monday, March 1
- Tuesday, March 2
- Thursday, March 4
- Friday, March 5
- Saturday, March 6

### Weather Statistics for Event Dates

Weather data for the first 10 days of March over ten years (2007 to 2017) has been collected for Canmore and area. The mean values are listed below and the yearly data listed in Appendix B.

- **Temperatures**  
Mean Max for March 1 - 10 is 1.9 C.  
Mean Min for March 1 - 10 is -11.8 C.
- **Snow (Precipitation)**  
Mean Precipitation (water equivalent) 13.9 mm
- **Humidity**  
No data available.
- **Snow on the ground**  
Snow on the ground at the Nordic Centre is often shallow but it is enduring due to low humidity and excellent grooming. Average snow on the ground for the March 1 - 10 period is 22.0 cm.

### Alternate Site

Due to the extensive snow-making and snow farming capability of the Canmore Nordic Centre Provincial Park, an alternate site is not required.

## TRAVEL AND ACCOMMODATION

### Travel

Calgary International Airport is a 75 minute drive from Canmore. Calgary has daily direct, non-stop flight connections with Europe and North America. Connecting flights with Asia route through Vancouver International Airport.

- Appendix C shows costs of flights from London Heathrow, Frankfurt, Chicago O'Hare, Tokyo Narita, Montreal and Toronto as of December, 2017.
- All major rental car agencies are represented at Calgary International Airport.
- Multiple Airport Shuttle services are available on a frequent schedule.

### Transportation in Canmore/Banff

There is regular bus service between Banff and Canmore on a frequent daily schedule. Participants who will wish to stay in Canmore can easily walk to the MWC2021 bus stop locations within the town. Participants staying in Banff and wishing to use their own rental car will be provided a central parking area in Canmore. Shuttle bus service between the Nordic Centre and the central parking area and the townsite will be provided by the Organizing Committee.

### Accommodation

Accommodation costs in Banff/Canmore: the Bow Valley communities of Banff and Canmore have a large number of hotels and other accommodation options. Total number of guest rooms is in excess of 8,500. Accommodation type ranges from 1 star to 5 star, hotel, motel, apartments and bed and breakfast providers. Appendix D shows sample prices, as of December 2017, for the March time period.

Accommodation supply Bow Valley (Canmore, Banff):

#### # of rooms

Hotel	Canmore = 1,650	Banff = 5,000
B&B	Canmore = 50	Banff = 70
Apt	Canmore = 1,200	Banff = 600



## PROVISIONAL EVENT PROGRAM



### Provisional Event Program

#### Week program:

Thursday, February 25	Unofficial Training
Friday, February 26	Official Training
Friday, February 26	Opening Ceremonies
Saturday, February 27	Race #1 15/30/10 Free
Sunday, February, 28	Race #2 15/30/10 Classic
Monday, March 1	Race #3 10 Free
Tuesday, March 2	Race #4 10 Classic
Wednesday, March 3	Cultural Experience Day
Thursday, March 4	Relays 4x5 Classic/Free
Friday, March 5	Race #5 30/45/15 Free
Saturday, March 6	Race #6 30/45/15 Classic
Saturday, March 6	Closing Ceremonies
Sunday, March 7	Departure

#### Courses:

- Course Maps
- Start/Finish

All courses are presented in Appendix E.

## CULTURAL DAY



The Bow Valley is rich in opportunities to experience the culture of Western Canada. Arts, wellness, sightseeing, urban, western and aboriginal native experiences are all available and provided by world-class service providers. The OC will provide a range of activities for registration pre-event and during the official event time frame. All service providers will be vetted by the OC to ensure high quality experiences for all participants.

### Sample activities include:

- Calgary shopping and tour of Olympic Sports Hall of Fame
- Sulphur Mountain Gondola and Mountain-top Lunch feature
- Alberta Western Experience (based out of Banff)
- Mini "Canmore Uncorked" Progressive Feast
- Spa and Wellness – Various in Canmore and Banff
- Johnson Canyon Ice Walk and lunch at Chateau Lake Louise
- Dog sled tours
- Helicopter tours

## ORGANIZING COMMITTEE



The Alberta World Cup Society was founded in 2004 for the purpose of bringing world cup ski racing events to Canada and Canmore. The AWCS has hosted FIS world cups in 2005, 2008, 2010, 2012 and 2016. The 2020 FIS world cup Season Finale has also been awarded to the AWCS. As well, the CNC was the site of the 1988 Winter Olympic Nordic events and numerous other major events in biathlon, Para-nordic and cross country disciplines. It was also the site for the 1995 MWC.

As a result of these large and high level events and a strong society, we have a large cadre of experienced and enthusiastic volunteers. Our leadership changes with each event as new leaders come to the forefront and experienced leaders take on different roles.

The AWCS Executive Committee is currently comprised of:

- Norbert Meier, President
- Greg Manktelow, Vice-President
- Lawrence Greer, Treasurer
- Jean Bristow, Secretary
- Business Manager, Nancy Richard

Senior Officials for the MWC 2021 are:

- Norbert Meier, Event/OC Chair
- Dave Rees, Chief of Competition
- Lawrence Greer, Treasurer

### Letters of support

The AWCS has received strong statements of support from the provincial and municipal governments, Cross Country Canada, the Canmore Nordic Centre Provincial Park and Sara Renner – one of the many former Olympic Champions living in Canmore. All letters are included in Appendix F.



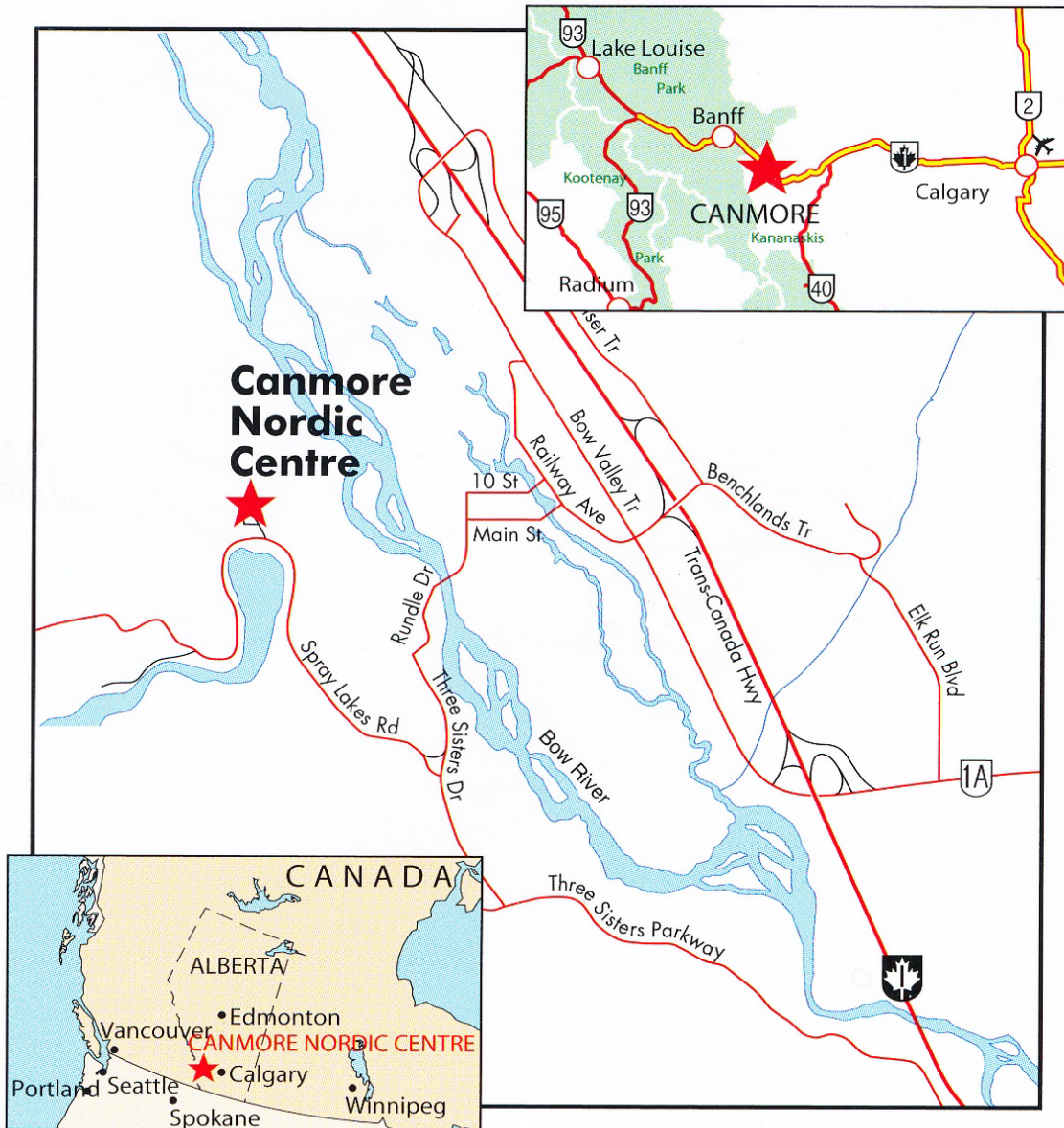
[www.albertaworldcup.com](http://www.albertaworldcup.com)



MASTERS WORLD CUP 2021



APPENDIX A:  
CANMORE LOCATION MAP



## APPENDIX B: WEATHER DATA

### Climate Data for Canmore: Yearly Summaries for March 1 - 10

Year	Temperature C.		Precipitation mm.	Snow on Ground cm.
	Mean Max	Mean Min		
2007	5.37	-4.71	2.7	15.4
2008	5.25	-5.23	1.2	20.3
2009	-2.59	-14.8	8.0	19.8
2010	7.7	-6.07	16.8	6.3
2011	-4.0	-18.0	11.02	39.1
2012	2.86	-6.8	30.9	23.9
2013	2.6	-8.3	41.2	20.5
2014	-4.5	-16.0	18.3	36.9
2015	5.4	-8.0	0.8	4.0
2016	5.6	-3.4	3.7	5.8
2017	-4.8	-15.2	4.9	7.6
<b>Averages</b>	<b>1.9</b>	<b>-11.8</b>	<b>13.9</b>	<b>22.0</b>

## APPENDIX C: TRAVEL COSTS – AIRFARE

**Sample airfares, as of December 1, 2017**

**Travel time period: February 27 - March 11, 2018**

Frankfurt / Calgary	\$1,426 Economy
London Heathrow / Calgary	\$845 Economy
Chicago / Calgary	\$430 Economy Flex
Tokyo Narita / Calgary	\$1,399 Economy
Stockholm / Calgary	\$1,065 Economy
Zurich / Calgary	\$1,204 Economy
Toronto / Calgary	\$520 Economy Flex
Montreal / Calgary	\$422 Economy Flex

*All prices are quoted in CAD.*

## APPENDIX D: ACCOMMODATION PRICES

Sample prices based on: 1 room, 1 adult, February 27 - March 11, 2018 (12 nights)

Room Only	Canmore	Banff
2 Star	\$82 - \$102	n/a
3 Star	\$112 - 179	\$170
4 Star	\$ 150	\$169 - \$499

### B&B

2, 3 & 4 Star \$100 - \$216

### Half Pension Hotel

Example of typical pricing:

#### Rocky Mountain Ski Lodge (2 Star)

Room Only \$98 single occupancy, plus 9% tax  
\$105 double occupancy, plus 9% tax

Half Pension (Modified American Plan)

\$48 per person, plus 5% tax

#### Coast Hotel

Room Only \$115 single/double occupancy, plus tax  
Full Pension \$98 per person, plus tax

*All prices are quoted in CAD.*

For detailed information on each available property, please go to:

Banff Lake Louise Tourism: [www.banfflakelouise.com](http://www.banfflakelouise.com)

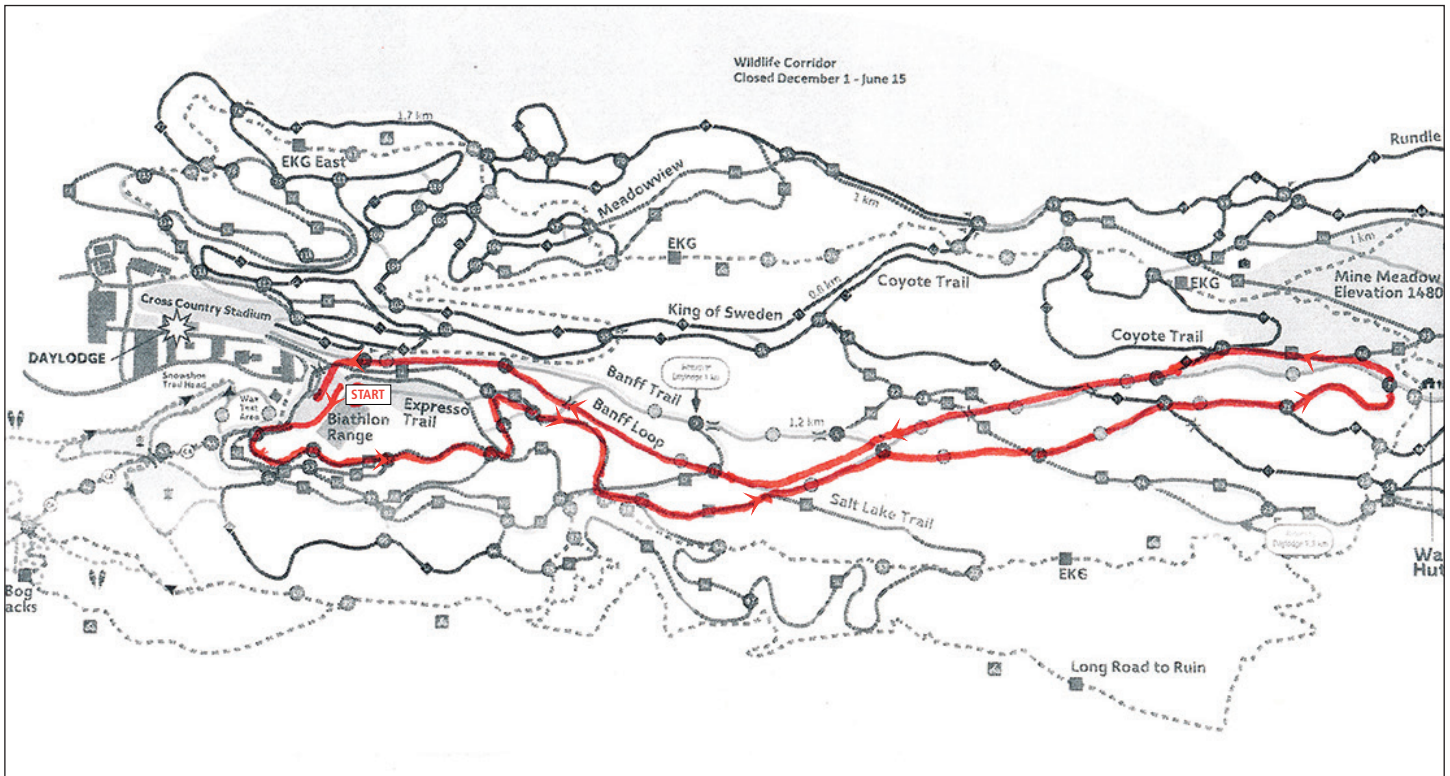
Tourism Canmore Kananaskis: [www.tourismcanmore.com](http://www.tourismcanmore.com)

The OC will provide direct booking links to hotels a minimum of one year in advance of the event, with select hotel partners. In all cases, the Masters World Cup Special Accommodation Package will be offered.

**APPENDIX E:  
RACE COURSE MAPS AND START/FINISH AREA**

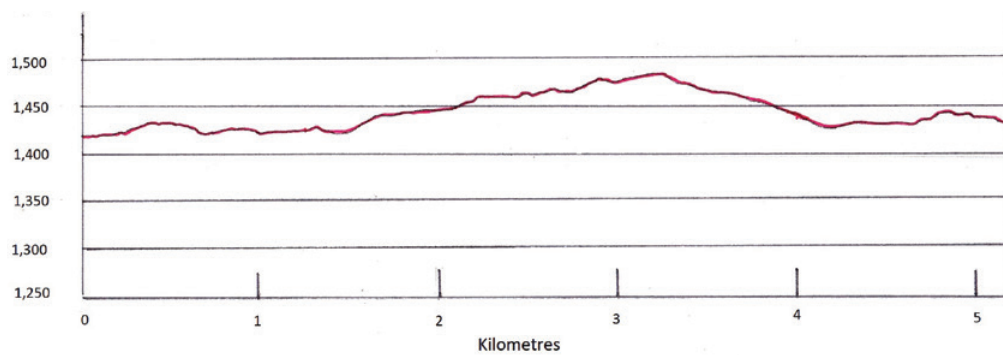


**Race Course Map - 5 km**



**5 km Course Profile: MWC 2012**

Elevation above sea level : metres



**Course Map - 5 km**

HD 65 m.

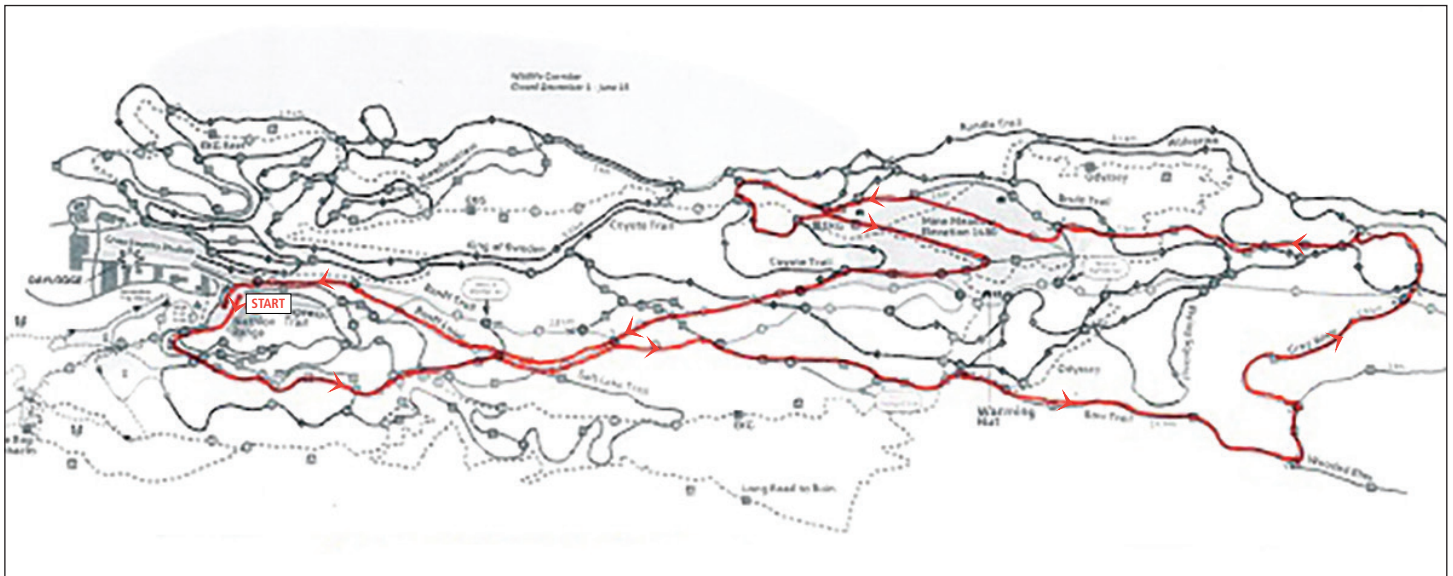
MC 19 m.

TC 99 m.

**APPENDIX E:  
RACE COURSE MAPS AND START/FINISH AREA**

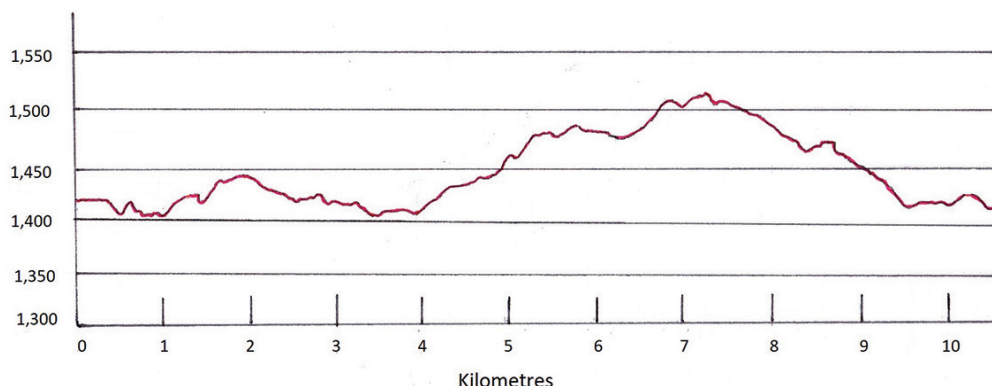


**Race Course Map - 10 km**



**10 km Course Profile: MWC 2012**

Elevation above sea level : metres



**Course Map - 10 km**

HD 113 m.

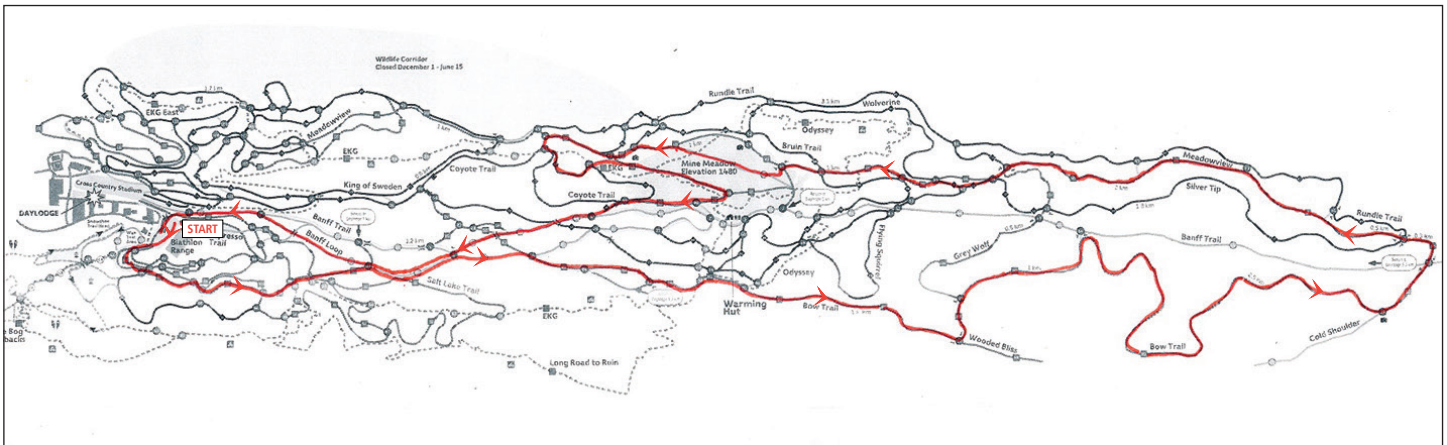
MC 35 m.

TC 217 m.

# APPENDIX E: RACE COURSE MAPS AND START/FINISH AREA

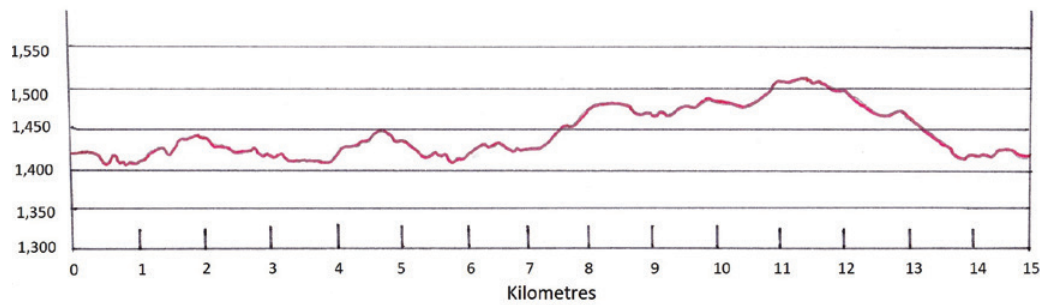


## Race Course Map - 15 km



### 15 km Course Profile: MWC 2012

Elevation above sea level : metres



### Course Map - 15 km

HD 113 m.

MC 35 m.

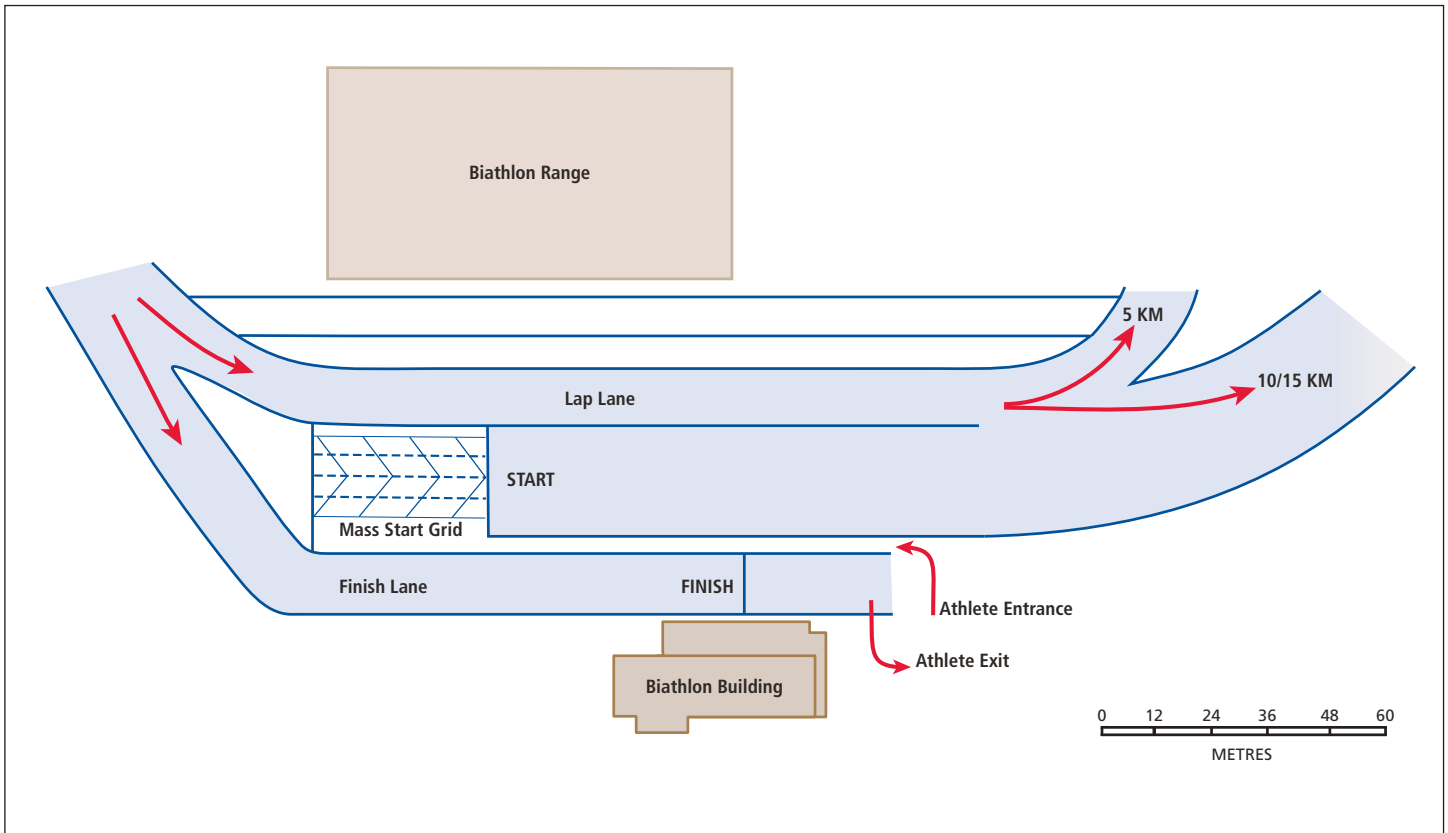
TC 217 m.



APPENDIX E:  
RACE COURSE MAPS AND START/FINISH AREA



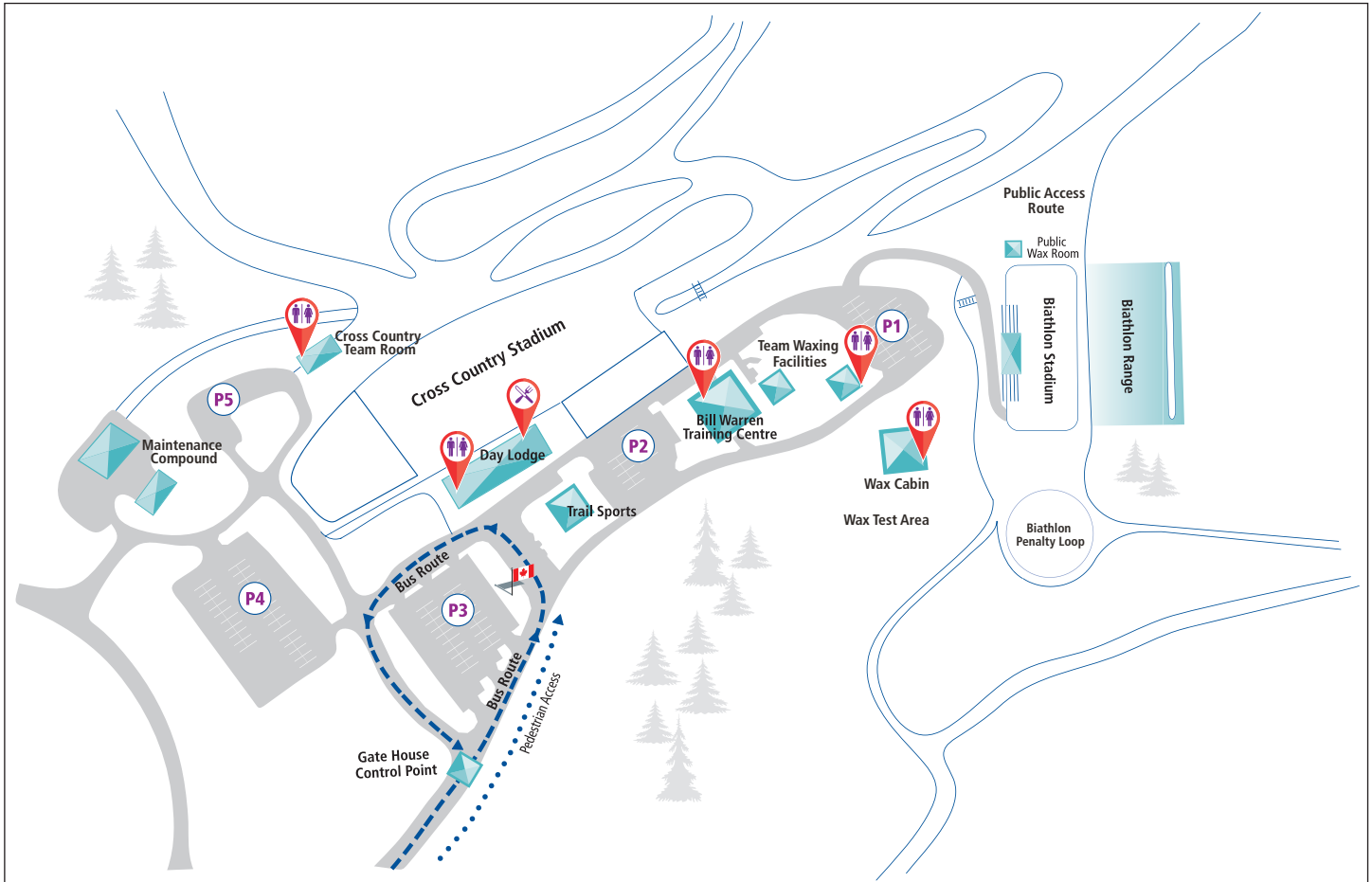
Stadium Start/Finish Area Map



# APPENDIX E: RACE COURSE MAPS AND START/FINISH AREA



## Venue Map - Canmore Nordic Centre



APPENDIX F:  
LETTERS OF SUPPORT



LEGISLATIVE ASSEMBLY  
ALBERTA

**Cameron Westhead, MLA**  
Banff-Cochrane Constituency

November 1, 2017

Norbert Meier, President  
Alberta World Cup Society  
1995 Olympic Way  
Canmore, AB  
T1W 2T6

Dear Mr. Meier,

I am pleased to offer my full support to the Alberta World Cup Society in your efforts to host the Masters World Cup in February/March 2021.

Over the last several years, the Alberta World Cup Society has done an outstanding job in hosting best-in-class cross country ski World Cup races at the Canmore Nordic Centre. It has been truly amazing to see how well your organization has actively involved and developed a huge group of volunteers from the Bow Valley and across Alberta – the community always comes together to put on a spectacular event.

I recognize the significant economic and tourism benefit brought to my constituency and to this province, as a result of hosting these world class events. I continue to support world-class events in Canmore and am thrilled at the opportunity to welcome the world's masters cross country athletes in February 2021.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cameron Westhead'.

Cameron Westhead, MLA  
Banff-Cochrane

LEGISLATURE OFFICE: 6th Floor, Edmonton, AB T5K 1E7

Tel: (780) 638-1418

Fax: (780) 415-0701

Toll Free: 310-0000

CONSTITUENCY OFFICE: 102, 721 Main Street, Canmore, AB T1W 0B9

Tel: (403) 609-4509

Fax: (403) 609-4513

Toll Free: 1-866-780-8281

[banff.cochrane@assembly.ab.ca](mailto:banff.cochrane@assembly.ab.ca) [www.assembly.ab.ca](http://www.assembly.ab.ca)

APPENDIX F:  
LETTERS OF SUPPORT



**Cross Country Canada**  
**Ski de fond Canada**

Canada's Cross-Country Skiing Community • La communauté canadienne du ski de fond

Norbert Meier, President  
Alberta World Cup Society  
1995 Olympic Way  
Canmore, AB  
T1W 2T6

November 11, 2017

Dear Mr. Meier,

Cross Country Ski de fond Canada (CCC) is pleased to endorse the Alberta World Cup Society's efforts to host the Masters World Cup February/March 2021.

CCC recognizes that the Alberta World Cup Society (AWCS) has a track record of hosting highly successful world cup events over the years and most recently, the 2016 Ski Tour Canada; in addition, the AWCS did a fantastic job of hosting Canada's first ever IPC World Cup in December 2013. CCC is confident in the AWCS' ability to organize world-class events, prudently manage the financial resources required, and to successfully reach out across the province for volunteers and support.

This Masters World Cup event will be a tremendous stimulus for masters skiing in Canada. CCC will continue to work closely with the AWCS in the hosting of this event and will leverage our existing relationships with our corporate partners and Sport Canada to ensure the success of this great international event.

Regards,  
Cross Country Ski de fond Canada

Shane Pearsall  
CEO

1995 Olympic Way, Suite 100, Canmore, Alberta, T1W 2T6  
T: (403) 678-6791 F: (403) 678-3885  
info@ccski.com

[www.ccski.com](http://www.ccski.com)

APPENDIX F:  
LETTERS OF SUPPORT

821- 3<sup>rd</sup> Street  
Canmore, Alberta  
T1W 2J2

November 15, 2017

Dear Norbert :

I am delighted to hear that the Alberta World Cup Society is planning to host the Masters World Cup in February/March 2021 in Canmore.

As a local Canmorite, a multiple Olympian and Olympic silver medallist, I have been honoured to represent our country and our community throughout my international skiing career. I am proud to see Alberta World Cup Society continue to set the highest standard for hosting international Nordic competitions. I am excited with the prospect of sharing our world class facility at the Canmore Nordic Centre and our towns love of cross country skiing with the MWC 2021 participants.

We have numerous Olympians residing in Canmore. Together, with our very active community, we have embraced the spirit of international hosting and friendly competition. We love seeing skiers from all over the world, enjoying Nordic skiing , pushing themselves to their personal limits and connecting with this amazing part of the world.

Our community has a strong track record in supporting internationally acclaimed cross country skiing events. I am excited at the prospect of the Masters World Cup 2021 showcasing that cross country skiing is a life-long sport and shared by skiers from all corners of the skiing world.

Please let me know if there is anything I can do to help promote attendance at the Canmore Masters World Cup 2021.

I offer my best wishes in hosting this great event.

Sincerely,



Sara Renner

Olympian 1998, 2002, 2006, 2010

Olympic Silver Medalist 2006

Nordic World Championship Bronze Medallist 2005

APPENDIX F:  
LETTERS OF SUPPORT



1988 OLYMPIC WAY, SUITE 100  
CANMORE, AB. T1W-2T6  
PH: (403)678-2400 FAX: (403)678-5696

Mr. Norbert Meier, President  
Alberta World Cup Society  
1995 Olympic Way  
Canmore, AB  
T1W 2T6

November 16, 2017

Dear Mr. Meier,

On behalf of the Canmore Nordic Centre Provincial Park, I am pleased to confirm our support of and willingness to be a host venue for the 2021 Masters World Cup.

The Canmore Nordic Centre has an extensive event hosting legacy. The Centre was developed specifically to host the Winter Olympic Games in 1988 (Nordic Events) and has hosted numerous World Cup, Para-Nordic World Cup, World Junior Championship, Continental Cup, and National Championship events ever since. The Centre's status as a premiere event hosting venue is unparalleled in Canada and possibly the world.

Currently, hosting world-level events is a specific element of the Nordic Centre's Strategic Plan. This strategy, to "develop high performance sport and event hosting", allows us to develop aspects of the CNC that are more amenable to event hosting than regular day-to-day operations. This may include:

- Offering more support to organizers of large events;
- Coordinating purchases and storage of event-related equipment with external stakeholder groups;
- Requesting support from the Sport and Recreation Division of Alberta Culture and Tourism to apply Economic Impact Analysis to such events;
- And, continuously improving our event hosting capacities by expanding our snow farming initiatives, streamlining our snowmaking and grooming operations, and updating our policies and procedures to reasonably accommodate more event needs.

It is important to note that it was this mandate that motivated the Government of Alberta to reinvest over \$25 million dollars to bring the facility back to international competition standards in 2005. And, as you know, we currently are pursuing a further \$12 million investment to continue being the world-class facility we have been.

As part of our commitment, we will work with the Organizing Committee to sign a hosting agreement (Event Permit) and ensure that they submit all of the plans, maps and technical requirements in a timely and professional manner.

We look forward to working with the Alberta World Cup Society in the planning and implementation of this event in February/March 2021.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Roycroft".



**Michael Roycroft, BA, MPA** | Area Manager, Specialized Facilities & Trails  
Kananaskis Region, Parks Division | Alberta Environment and Parks

APPENDIX F:  
LETTERS OF SUPPORT



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Town of Canmore  
902 7<sup>th</sup> Avenue  
Canmore, Alberta T1W 3K1  
Phone: 403.678.1500 Fax: 403.678.1534  
www.canmore.ca

November 13, 2017

**Re: Masters World Cup 2021**

On behalf of the Town of Canmore, I am delighted to learn that you are planning to host the Masters World Cup in February/March 2021 in Canmore, and want to assure you of our continuing support.

The Town of Canmore has a strong track record in supporting internationally acclaimed cross country skiing events through the provision of services and organization of downtown street festival activities. Such international sporting events are a key element of our town's lifestyle and are part of the reason why people choose to live, work and play here.

The Town of Canmore will work in partnership with Tourism Canmore Kananaskis and the Alberta World Cup Society to ensure the success of this great international event.

On behalf of the Town of Canmore, I offer our best wishes in hosting this great event.

Sincerely,

A handwritten signature in blue ink that reads "John Borrowman".

John Borrowman  
Mayor